

## **REQUEST FOR PROPOSALS**

### **INFORMATION ACCESS FOR MINORITY OR UNAFFILIATED HEALTH PROFESSIONALS**

**Issued By:** The National Network of Libraries of Medicine,  
Southeastern/Atlantic Region  
University of Maryland at Baltimore  
Health Sciences Library  
111 S. Greene Street  
Baltimore, MD 21201-1583

**Eligibility:** Network members in the National Network of Libraries of Medicine,  
Southeastern/Atlantic Region.

#### **FUNDING:**

To act as a subcontractor to the NN/LM SE/A Region to provide minority or unaffiliated health professionals with timely, convenient access to information resources that can help them do their jobs more effectively. The proposed projects should target minority or unaffiliated health professionals in the urban or rural setting. Examples of target groups include but are not limited to the Indian Health Service, unaffiliated managed care networks or institutions, urban or rural health practitioners, migrant health workers, urban or rural emergency medical technicians, unaffiliated health professionals serving a largely minority population, etc. The NN/LM SE/A has set aside **\$60,000.00** for the funding of projects, and we anticipate making multiple awards.

**Period of Performance:** up to 24 months from date of the award.

**Deadline for submission of proposals: November 4, 1997**

**For further information call: Janice Kelly, Executive Director or Lisa M. Boyd, Outreach Coordinator (800)338-7657 or (410)706-2855.**

#### **SEE ATTACHED DOCUMENTS**

**Attachment 1 --Statement of Work**  
**Attachment 2 --Budget Form**  
**Attachment 3 --Mandatory Criteria Checklist**  
**Attachment 4 --Letter of Intent**

## **ATTACHMENT 1**

### **STATEMENT OF WORK INFORMATION ACCESS FOR MINORITY OR UNAFFILIATED HEALTH PROFESSIONALS**

#### **I. BACKGROUND INFORMATION**

In 1996, the University of Maryland at Baltimore was awarded a five-year contract by the National Library of Medicine (NLM), to serve as the Regional Medical Library (RML), for the the National Network of Libraries of Medicine (NN/LM), Southeastern/Atlantic Region (SE/A). The primary focus of the current contract is outreach to minority, unaffiliated or underserved health professionals. The NN/LM SE/A Region staff is charged with promoting NLM products and services and providing access to the nation's biomedical resources for all health professionals regardless of geographic location or institutional affiliation.

The objectives of the SE/A outreach program is to assist health professionals, unaffiliated with a library, to obtain basic information services; implement programs to make health professionals aware of and to provide access to available information resources; promote the use of Grateful Med or Internet Grateful Med for accessing NLM's databases; and promote connectivity to the Internet.

The NN/LM SE/A Region staff is issuing a request for proposals to solicit projects which will support the goals and objectives for the region and facilitate our outreach initiative. Subcontracts will be awarded to institutions over the duration of the contract which will meet specific needs as outlined and defined by the NN/LM SE/A Region staff.

#### **II. PURPOSE AND OBJECTIVES**

The primary goal of this funding is to provide minority or unaffiliated health professionals with timely, convenient access to information resources that can help them do their jobs more effectively. The objectives of a proposed project should focus on achieving the following:

- Increase awareness of NLM, NN/LM and other information access programs and services among minority or unaffiliated health professionals;
- Assist target health professionals to obtain the hardware/software and the Internet connections needed for effective access to information resources;
- Train target health professionals to use the technology required for effective access to information resources;

- Train health professionals to identify and use pertinent information resources and services.

A proposed project should include several of the following elements:

## **PUBLICITY**

- Publicize existing resources and services to target health professionals through columns and announcements in professional journals;
- Publicize NLM and NN/LM resources to target health professionals through Columns and announcements in professionals journals;
- Exhibit or perform a presentation at a health professional meeting;
- Sponsor a satellite broadcast or technology awareness conference to introduce information access concepts, programs or services.

## **CONNECTIONS**

- Facilitate connections to the Internet for target population;
- Publicize existing NLM and RML connections programs to target health professionals;
- If feasible, develop connections projects for target health professionals;

## **TRAINING**

- Provide training for network librarians and other interested information professionals in the use of Grateful Med and Internet Grateful Med, the NLM databases and the Internet to identify and access relevant information resources useful to target health professionals;
- Provide training for target health professionals in the use of Grateful Med and Internet Grateful Med, the NLM databases and the Internet to identify and access relevant information resources;

### III. TECHNICAL PROPOSAL INSTRUCTIONS

Proposals will be accepted from Network members in the NN/LM Southeastern/Atlantic Region. A detailed plan must be submitted indicating how the statement of work will be implemented. All elements outlined in the STATEMENT OF WORK must be addressed in as much detail as necessary to demonstrate a clear understanding of the work being undertaken.

Please prepare your TECHNICAL PROPOSAL according to the following outline:

**A. Cover Sheet.** Include name of health sciences library and the name, address, and telephone and FAX number, and email address of principal investigator (s).

**B. Checklist of Mandatory Qualification Criteria.** Please fill out the checklist included in this package as Attachment 3.

**C. Statement of Work.** Shall include technical requirements and specific tasks. Project descriptions are expected to be succinct in addressing the following:

#### 1. Identification and Description of Target Population and Geographic Area to be Covered.

The bidder shall identify unaffiliated <sup>1</sup>health professionals to participate in the program. Information must be provided on the estimated number of participants, breakdown by specialty and geographic location. Two numbers are needed: (1) What is the potential population? and (2) How many do you estimate you will reach with this project?

The emphasis shall be on minority or unaffiliated health professionals in the urban or rural setting. However, the bidder may extend project to affiliated health professionals, if desired, provided that the number does not exceed 25% of the total number of health professionals reached by this project.

Bidder shall identify state and local professional associations of target health professionals and identify opportunities for working with them.

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<sup>1</sup>For purposes of this document, unaffiliated is defined as lacking attending privileges at a hospital which has a medical library or not on the faculty (full time, part-time, adjunct, or clinical) of a professional school.

## **2. Project Goals and Objectives**

Bidder shall state the overall objectives and specific accomplishments they hope to achieve. Indicate the rationale for the plan and relationship to comparable work elsewhere. Review pertinent work already published and relate it to the proposed approach.

## **3. Establishment of Baseline Data<sup>2</sup>**

Bidders are not expected to conduct a baseline survey before submitting their proposal. This may be done in the first quarter of the project, but a methodology should be described in the proposal.

## **4. Publicity**

The bidder shall provide a detailed plan for promoting the project to the target health professional community.

## **5. Facilities/Institutional Support**

The bidder shall provide a description of the institution and the relevance of its collection and services to the statement of work.

The bidder shall provide a descriptive summary of all services to be provided to project participants. Provision of Loansome Doc service to target audience is MANDATORY.

## **6. Methodology and Approach**

There must be evidence of training and support of health professionals in the use of the Grateful Med product.

Describe in detail the methodologies you will use to carry out the project and include discussion of probable outcomes of approaches used.

The bidder shall provide a detailed plan for the types of outreach services and methods to be employed during the course of the project.

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<sup>2</sup>Baseline data shall include information about the target health professional community and environment and their current methods of access to information. A generic baseline questionnaire containing a suggested method for obtaining the type of information required can be requested from the NN/LM SE/A Region Office. Bidders are NOT REQUIRED to follow this format, it is offered as a guide for data collection.

Bidder shall provide a methodology and projected implementation schedule for all activities to be undertaken during period of performance.

Exhibiting at appropriate health professional meetings should be included as an outreach activity. Information on the organization targeted, estimated attendance, dates and location of the meeting should be provided. Exhibit backdrop, exhibit management manual and materials for distribution will be provided by NN/LM SE/A Region office.

## **7. Personnel**

All project personnel should be identified. A narrative summary of qualifications as they relate to the settlement of work and project responsibilities for each is required. Evidence of the Principal Investigator(s) Project Director's ability to manage a project of this size should be provided. A tabular summary of estimated hours of work devoted to project and percentage of total hours worked should be provided for all personnel. Curriculum vitae **MUST** be attached for all proposed personnel.

If the Librarian position is new and will not be filled by current staff, please provide a detailed job description and minimum qualifications for the position.

## **8. Continuation of Activities After Project Completion**

The bidder shall describe intent to offer continuation of services to target community after completion of the project. What services and the estimated charges for services if any should be provided.

## **9. Evaluation Plan**

Evaluation methodologies **MUST** be described in full. Evaluation should be specifically tied to the statement of work and the project goals and objectives. Statistics relating to numbers of individuals reached and methods used should be kept. Overall evaluation shall seek to identify information behaviors and needs of health professionals; assess impact on clinical decision making; determine usefulness of information products/services used in practice settings and patient care. Anecdotal summaries will be acceptable as appendices to overall evaluation. Recommendations for future services/products geared toward the targeted community should be based on stated evaluation methodologies.

## **10. Other NLM or NN/LM SE/A Region Support**

Bidders **MUST** supply information on grants/contracts/competitive purchase orders with the National Library of Medicine or the NN/LM Southeastern/Atlantic Region that were

funded previously, are currently active, pending review or funding, or being prepared for submission.

#### **IV. COST PROPOSAL INSTRUCTIONS**

Bidder shall submit a detailed budget providing a breakdown and written justification for the costs included in each expenditure category.

Funds may be requested for the following: (these are examples only and are not meant to be all-inclusive.)

- \*rental or purchase of equipment and software
- \*salaries of project personnel
- \*travel necessary to support the project
- \*developing, producing and distributing promotional materials
- \*gathering and analyzing baseline data
- \*exhibit costs
- \*evaluation

#### **V. REPORTING REQUIREMENTS**

##### **1. Technical Reports**

The bidder(s) shall prepare and submit the following reports in the manner stated below and in accordance with the following:

**(A) Quarterly Reports:** to include a 2-3 page narrative description of the activities during the reporting period, and the activities planned for the ensuing reporting period. As a minimum, this report shall include:

- Progress toward major objectives of the projects;
- Any problems encountered and measures taken to resolve them;
- Any suggestions for enhancements to the project.
- Outreach Reporting form(s)
- Exhibit information form(s)

**(B) Final Report:** to include a narrative summary of the projects' accomplishments; a list of sites where training was done and a description of training sites; description of target audience; list of exhibits; approaches and interventions used; project evaluation results; observations on problems or barriers encountered; impact of the project; and recommendations for improvements, alternative methods, insights, etc.

A final report shall be submitted 30 days from the last day of the performance period.

**(C) Outreach Database Record:** to include a descriptive record for the project in the prescribed NLM format for inclusion in NLM's outreach database. The initial data fields should be completed and submitted with the first quarterly report. The completed record is due with the final report.

## **VI. DELIVERABLES**

In addition to the aforementioned **REPORTING REQUIREMENTS**, the bidder shall provide any products or materials developed or produced electronically in the pdf, Ascii or HTML format with project funds. In accepting the award, bidder gives permission for use of such materials by the NLM and NN/LM.

### **A. General**

In the selection of the bidder(s) for this acquisition, paramount consideration shall be given to the evaluation of technical proposals rather than cost or price. The evaluation will be based on the demonstrated capabilities of the prospective bidders in relation to the needs of the project as set forth in the RFP. The merits of each proposal will be carefully evaluated, based on responsiveness to the RFP and the thoroughness and feasibility of the technical approach proposed. Bidders must submit information sufficient to evaluate their proposals based on the criteria listed below.

### **B. Mandatory Qualification Criteria**

Listed below are mandatory qualification criteria. The mandatory qualification criteria establish conditions that **MUST** be met in order for the proposal to be considered. Please complete the checklist (**Attachment 3**) indicating that these mandatory criteria are met.

- 1.** The lead institution must have a health sciences library with a health sciences collection or an agreement for the provision of library services with another institution which has a health sciences collection.
- 2.** The bidder must be an NN/LM member.
- 3.** The bidder must be DOCLINE participant or have submitted an application to become a DOCLINE library.
- 4.** The bidder must be willing to provide basic information services including reference and document delivery to unaffiliated health professionals included in



the target area for no less than the duration of the project. The library may charge the health professional a fee to cover all or a portion of the cost of providing the services. Indication of commitment to providing these services beyond the completion of the project will be an important factor in evaluating proposals.

5. The bidder must be willing to become a Loansome Doc participant and be willing to accept requests via Loansome Doc.

## **C. Technical Evaluation Criteria**

The technical evaluation criteria are listed in the order of relative importance with points assigned for evaluation purposes. **PROPOSALS WILL BE SCORED AGAINST THESE CRITERIA, SO PLEASE BE CERTAIN THAT ALL CRITERIA HAVE BEEN ADDRESSED.**

### **Criterion 1**

#### **Technical Approach**

**45 Points**

The logic and feasibility of the technical approach to reaching the target health professional group/community via the promotional and training program.

The types of outreach services provided for the target population with consideration given to the appropriateness and creativity of the methods proposed.

Plans for gathering and reporting baseline data and for evaluating the success of the approach to meeting the information needs of the target group.

### **Criterion 2**

#### **Community Targeted**

**35 Points**

The bidder shall identify the population to participate in the program. Information must be provided on the estimated number of participants, breakdown by specialty and geographic location. Two numbers are needed: (1) What is the potential population and (2) An estimate of actual contacts to be reached with this project.

The emphasis shall be on minority or unaffiliated health professionals: However, the bidder may extend project to hospital affiliated health professionals, if desired, provided that the number does not exceed 25% of the total number of participants reached by this project.

Bidder shall identify state and local health professional associations and identify

opportunities for working with them. Estimated numbers and types of participants to be included in the project (both affiliated and unaffiliated) and the basis from which this information was derived.

Description of the target group or area and of the actual or perceived need for the proposed program. Estimation of the program's potential impact on future information services to this group.

**Criterion 3**

**Project Support**

**20 POINTS**

Experience of the proposed personnel in developing and conducting promotional and/or training programs and information services for health professionals. Preference will be given to bidders with prior experience/knowledge of the target group. Experience in Grateful Med or Internet training is desirable. If the bidder has no prior experience in developing and conducting related programs, indication should be provided concerning the steps that will be taken to obtain adequate background or experience prior to carrying out the project.

Demonstrated evidence of institutional facilities and resources adequate to support the proposed program.

Letter of commitment from bidder's institutional administration, and commitment from administrations of all institutions involved or targeted in the project.

A minimum of one member of the target health professionals or association must be a supporting institution for the project.

**TOTAL POSSIBLE POINTS: 100**

## ATTACHMENT 2

### BUDGET

Submitted by: \_\_\_\_\_

Date Submitted: \_\_\_\_\_

Period Covered: \_\_\_\_\_

EXPENDITURE CATEGORY	AMOUNT
Equipment	
Supplies	
Interlibrary Loans	
Communications (Internet access, GMED online charges, etc.)	
Reproduction (training materials, promotional materials, etc.)	
Other Costs	
<b>TOTAL</b>	

### ATTACHMENT 3

#### CHECKLIST OF MANDATORY QUALIFICATION CRITERIA

Institution Name: \_\_\_\_\_

Library's LIBID Number: \_\_\_\_\_

Please fill in or check the appropriate answer to each of the following statements.

	YES	NO
1. The lead institution has a library with a health sciences collection or an agreement for the provision of services from another library.	_____	_____
2. The Library has secured participation and support from at least one health professional or association in the implementation of the project.	_____	_____
3. The library is an NN/LM member.	_____	_____
4. The library is a DOCLINE participant or has submitted an application to become a DOCLINE library.	_____	_____
5. The library is willing to provide basic information services including document delivery and reference to unaffiliated health professionals for no less than the duration of the project.	_____	_____
6. The library is a Loansome DOC participant or is willing to become one and accept requests via Loansome Doc.	_____	_____

Total Amount Requested is \$\_\_\_\_\_ including indirect costs.

## ATTACHMENT 4

### Letter of Intent

#### NN/LM SE/A RFP: Information Access for Minority or Unaffiliated Health Professionals

Please review the attached **Request for Proposals**. Furnish the information requested below and return this page by the earliest practicable date. Your expression of intent is not binding but will greatly assist in planning for proposal evaluation.

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We     ☐     Do intend to submit a proposal

☐     Do not intend to submit a proposal for the following reasons:

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Institution Name:

Authorized Signature:

Typed Name and Title:

Date:

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Return to:

NN/LM Southeastern Atlantic Region  
Health Sciences Library  
University of Maryland  
111 South Greene Street  
Baltimore, MD 21201-1583

**Note:**     Please submit this form *No Later* than 4:00, EST, on September 22, 1997